

EC'd Yes Last Received: 09/11/2012 12:03 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () ROMNEY 4 PRESIDENT
Product MITT ROMNEY
Estimate# 195
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //195
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 103,400
PLS CONFIRM ASAP
THANKS, ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|---------|-------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | W-F | 6A-7A | WAVY NEWS | :30 | \$1,500.00 | 09/12-09/14 | 3 | 1 | 3 | \$4,500.00 | |
| | | | | Buyline Comment: WAVY NEWS | | | | | | | | |
| | 2 | M-TU | 6A-7A | WAVY NEWS | :30 | \$1,500.00 | 09/17-09/18 | 2 | 1 | 2 | \$3,000.00 | |
| | | | | Buyline Comment: WAVY NEWS | | | | | | | | |
| | 3 | W-F | 7A-9A | TODAY SHOW | :30 | \$1,500.00 | 09/12-09/14 | 3 | 1 | 3 | \$4,500.00 | |
| | | | | Buyline Comment: TODAY SHOW | | | | | | | | |
| | 4 | M-TU | 7A-9A | TODAY SHOW | :30 | \$1,500.00 | 09/17-09/18 | 2 | 1 | 2 | \$3,000.00 | |
| | | | | Buyline Comment: TODAY SHOW | | | | | | | | |
| | 5 | W-F | 9A-10A | TODAY SHOW 2 | :30 | \$500.00 | 09/12-09/14 | 3 | 1 | 3 | \$1,500.00 | |
| | | | | Buyline Comment: TODAY SHOW 2 | | | | | | | | |
| | 6 | M-TU | 9A-10A | TODAY SHOW 2 | :30 | \$500.00 | 09/17-09/18 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: TODAY SHOW 2 | | | | | | | | |
| | 7 | M-TU | 10A-11A | TODAY SHOW 3 | :30 | \$400.00 | 09/17-09/18 | 2 | 1 | 2 | \$800.00 | |
| | | | | Buyline Comment: TODAY SHOW 3 | | | | | | | | |
| | 8 | W-F | 10A-11A | TODAY SHOW 3 | :30 | \$400.00 | 09/12-09/14 | 3 | 1 | 3 | \$1,200.00 | |
| | | | | Buyline Comment: TODAY SHOW 3 | | | | | | | | |

Rep Order# 6851262 Ver# 1 Status New
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Traffic Order#

2 of 5

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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|---------|-----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 9 | W-F | 12P-1P | NEWS AT NOON | :30 | \$300.00 | 09/12-09/14 | 3 | 1 | 3 | \$900.00 | |
| | | | | Buyline Comment: NEWS AT NOON | | | | | | | | |
| | 10 | M-TU | 12P-1P | NEWS AT NOON | :30 | \$300.00 | 09/17-09/18 | 2 | 1 | 2 | \$600.00 | |
| | | | | Buyline Comment: NEWS AT NOON | | | | | | | | |
| | 11 | M-TU | 1P-2P | DAYS-OUR LIVES | :30 | \$300.00 | 09/17-09/18 | 2 | 1 | 2 | \$600.00 | |
| | | | | Buyline Comment: DAYS-OUR LIVES | | | | | | | | |
| | 12 | W-F | 1P-2P | DAYS-OUR LIVES | :30 | \$300.00 | 09/12-09/14 | 3 | 1 | 3 | \$900.00 | |
| | | | | Buyline Comment: DAYS-OUR LIVES | | | | | | | | |
| | 13 | M-TU | 4P-5P | ANDERSON COOPER | :30 | \$300.00 | 09/17-09/18 | 2 | 1 | 2 | \$600.00 | |
| | | | | Buyline Comment: ANDERSON COOPER | | | | | | | | |
| | 14 | W-F | 4P-5P | ANDERSON COOPER | :30 | \$300.00 | 09/12-09/14 | 3 | 1 | 3 | \$900.00 | |
| | | | | Buyline Comment: ANDERSON COOPER | | | | | | | | |
| | 15 | W-F | 5P-530P | WAVY NEWS AT 5 | :30 | \$1,500.00 | 09/12-09/14 | 3 | 1 | 3 | \$4,500.00 | |
| | | | | Buyline Comment: WAVY NEWS AT 5 | | | | | | | | |
| | 16 | M-TU | 5P-530P | WAVY NEWS AT 5 | :30 | \$1,500.00 | 09/17-09/18 | 2 | 1 | 2 | \$3,000.00 | |
| | | | | Buyline Comment: WAVY NEWS AT 5 | | | | | | | | |
| | 17 | W-F | 530P-6P | WAVY NEWS AT 530 | :30 | \$1,500.00 | 09/12-09/14 | 3 | 1 | 3 | \$4,500.00 | |
| | | | | Buyline Comment: WAVY NEWS AT 530 | | | | | | | | |
| | 18 | M-TU | 530P-6P | WAVY NEWS AT 530 | :30 | \$1,500.00 | 09/17-09/18 | 2 | 1 | 2 | \$3,000.00 | |
| | | | | Buyline Comment: WAVY NEWS AT 530 | | | | | | | | |
| | 19 | W-F | 6P-630P | WAVY NEWS AT 6 | :30 | \$1,800.00 | 09/12-09/14 | 3 | 1 | 3 | \$5,400.00 | |
| | | | | Buyline Comment: WAVY NEWS AT 6 | | | | | | | | |

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|----|----|------|-------------|-----------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 20 | M-TU | 6P-630P | WAVY NEWS AT 6 | :30 | \$1,800.00 | 09/17-09/18 | 4 | 1 | 4 | \$7,200.00 | |
| | 21 | M-TU | 630P-7P | WAVY NEWS AT 6 | :30 | \$2,500.00 | 09/17-09/18 | 2 | 1 | 2 | \$5,000.00 | |
| | 22 | W-TH | 630P-7P | NBC NITELY NEWS | :30 | \$2,500.00 | 09/12-09/13 | 2 | 1 | 2 | \$5,000.00 | |
| | 23 | M-TU | 7P-730P | ENT TONIGHT 30 | :30 | \$600.00 | 09/17-09/18 | 2 | 1 | 2 | \$1,200.00 | |
| | 24 | W-F | 7P-730P | ENT TONIGHT 30 | :30 | \$600.00 | 09/12-09/14 | 3 | 1 | 3 | \$1,800.00 | |
| | 25 | W-F | 730P-8P | INSIDER | :30 | \$600.00 | 09/12-09/14 | 3 | 1 | 3 | \$1,800.00 | |
| | 26 | M-TU | 730P-8P | INSIDER | :30 | \$600.00 | 09/17-09/18 | 2 | 1 | 2 | \$1,200.00 | |
| | 27 | M-TU | 11P-1130P | WAVY NEWS AT 11 | :30 | \$1,800.00 | 09/17-09/18 | 2 | 1 | 2 | \$3,600.00 | |
| | 28 | W-F | 11P-1130P | WAVY NEWS AT 11 | :30 | \$1,800.00 | 09/12-09/14 | 3 | 1 | 3 | \$5,400.00 | |
| | 29 | W-F | 1130P-1230A | TONITE SHOW | :30 | \$300.00 | 09/12-09/14 | 6 | 1 | 6 | \$1,800.00 | |
| | 30 | M-TU | 1130P-1230A | TONITE SHOW | :30 | \$300.00 | 09/17-09/18 | 4 | 1 | 4 | \$1,200.00 | |

| | | | | | |
|------------|---------|------|---|--------|-----|
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|----|----|------|----------|------------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 31 | W-F | 5A-6A | Buyline Comment: NEWS | :30 | \$500.00 | 09/12-09/14 | 6 | 1 | 6 | \$3,000.00 | |
| | 32 | M-TU | 5A-6A | Buyline Comment: NEWS | :30 | \$500.00 | 09/17-09/18 | 4 | 1 | 4 | \$2,000.00 | |
| | 33 | SA | 6A-7A | Buyline Comment: WAVY 10 SAT AT 6A | :30 | \$400.00 | 09/15-09/15 | 2 | 1 | 2 | \$800.00 | |
| | 34 | SA | 8A-10A | Buyline Comment: SAT TODAY | :30 | \$1,200.00 | 09/15-09/15 | 2 | 1 | 2 | \$2,400.00 | |
| | 35 | SA | 6P-630P | Buyline Comment: NEWS AT 6 | :30 | \$500.00 | 09/15-09/15 | 2 | 1 | 2 | \$1,000.00 | |
| | 36 | SA | 10P-11P | Buyline Comment: L&O LA SAT | :30 | \$600.00 | 09/15-09/15 | 2 | 1 | 2 | \$1,200.00 | |
| | 37 | SA | 1130P-1A | Buyline Comment: SAT NITE LIVE | :30 | \$600.00 | 09/15-09/15 | 2 | 1 | 2 | \$1,200.00 | |
| | 38 | SU | 6A-7A | Buyline Comment: NEWS | :30 | \$400.00 | 09/16-09/16 | 2 | 1 | 2 | \$800.00 | |
| | 39 | SU | 7A-8A | Buyline Comment: NEWS | :30 | \$800.00 | 09/16-09/16 | 2 | 1 | 2 | \$1,600.00 | |
| | 40 | SU | 8A-9A | Buyline Comment: SUN TODAY | :30 | \$1,200.00 | 09/16-09/16 | 2 | 1 | 2 | \$2,400.00 | |
| | 41 | SU | 9A-10A | Buyline Comment: MEET THE PRESS | :30 | \$1,200.00 | 09/16-09/16 | 1 | 1 | 1 | \$1,200.00 | |

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Estimate# 195 Agency C/P1/P2/E //195 Salesperson Phone# 215-567-6005
Buyer STEPHANIE KINCAID Flight Dates 09/12/2012 - 09/18/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-----------|----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 42 | SU | 6P-7P | WAVY NEWS | :30 | \$500.00 | 09/16-09/16 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: WAVY NEWS | | | | | | | | |
| | 43 | SU | 11P-1130P | NEWS | :30 | \$1,800.00 | 09/16-09/16 | 2 | 1 | 2 | \$3,600.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 44 | SA | 7A-8A | MRN | :30 | \$800.00 | 09/15-09/15 | 2 | 1 | 2 | \$1,600.00 | |
| | | | | Buyline Comment: WAVY 10 SAT MRN | | | | | | | | |

---REPORT TOTALS---
Report Totals: 114 / \$103,400.00

---SALES MONTHLY TOTALS---

Sep 12: 114 / \$103,400.00
Sales Totals: 114 / \$103,400.00
Station Totals: 114 / \$103,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|----------|----------|---------|----------|
| Market Totals | \$240,465 | CATV 0% | WAVY 43% | WGNT 0% | WPXV 0% | WTKR 27% |
| | | WTVZ 0% | WVBT 8% | WVEC 22% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE